

Patrick Gorman

WEB & MOBILE APPLICATION DESIGNER / SENIOR ART DIRECTOR

Los Angeles, CA

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My objective is to take the Knowledge, Experience and Technical Design Skills I've acquired in Web and Mobile Application Technology to an organization where I can help lead and grow an online business that utilizes technology to connect to their customers while growing new and innovative business models to drive conversion...

Skills

Relevant Skills

Web Design

Mobile Application Design

UI/UX Design

Ecommerce

Responsive Web Design

B2B and B2C Digital Solutions

Flash Design

Concept Design

Logo Design

Apparel Design

Photography (DSLR)

Wire Frames

Concept Drawing

Web Optimization

Programs

Adobe Photoshop CS5

Adobe Illustrator CS5

Adobe Flash CS5

Adobe Bridge CS5

Adobe Dreamweaver CS5

Adobe Lightroom CS5

Adobe InDesign

FinalCut Pro

GridSet

Microsoft Office

Programming Languages

Broad knowledge and understanding: My focus is to understand each languages capabilities and limitations in order to design within technical requirements.

HTML / HTML5

CSS / CSS3

Javascript

jQuery

XML

PHP

ActionScripting

FTP file management

Experience

Senior Art Director

**OpenBar Interactive (Hamagami
Carroll Inc)**

Santa Monica, CA
Oct 2012 - Present

Mobile Application UI/UX Concept & Visual Designer

Los Angeles, CA
Aug 2012 - Sep 2012

GoPro Camera - Salt Digital Agency Project

- I worked with a team of 7 creative individuals to concept and Design a mobile application for internal sales associates and consumers to learn more about the amazing products GoPro creates and sales.
- UI/UX
- Feature Concepts
- Visual Design

Web Application UI/UX Concept & Visual Designer

Los Angeles, CA
Aug 2012 - Aug 2012

Discovery Channel

I'm not at liberty to release details on the project until launch.
Thank you for your patience and understanding!

- UI/UX Design
- Onboarding
- Visual Design

Senior Web Designer

Los Angeles, CA
Jul 2011 - Jul 2012

Lucky Brand Inc (Liz Claiborne)

Redesigning LuckyBrand.com on a 960 Grid to be Responsive and compatible across all mobile and tablet devices.

Designed 84 Seasonal Product Marketing Emails in 5 months to support online marketing and drive sales back to LuckyBrand.com.

Designed 63 Homepage Creatives over 12 months to support Online Merchandising and Marketing.

Designed Lucky Brand's Blog "A Lucky Life".

Designed all Digital Lookbooks to showcase product styles.

Designed all Digital Denim Guides to help inform our customers about our different denim fits.

Designed the majority of all special projects for multiple departments.

Hired additional Designers and Developer to support online brand initiatives.

Designed Web Banner marketing campaigns.

Client Case Study, Consultant

Los Angeles, CA
Jan 2012 - Mar 2012

Pepperdine University

Selected to work with Pepperdine University's Advertising 475 Class.

Developed 3 campaigns with class over 1 semester.

Mentored, collaborated and advised students with direction and ideas.

Critiqued student work from concept, creative, market, message and cost.

CEO, CoFounder

Los Angeles, CA
May 2009 - May 2012

ItsGoinOn Inc

Conceptualized New Innovative Mobile and Internet Application Technology for Entertainment.

Spent 3 Months Researching Market and Opportunities.

Founded Initial Team of CoFounders.

Designed Logo, Branding, Website, Mobile Applications and All Additional Creative Elements.

Filed Corporation and Trademarks.

Grew Initial Team from 3 People to 6 People.

Got Funded by the VP/Treasurer of Tech Coast Angels (#1 in Mobile/Internet Application Technologies in the United States).

Grew Team from 6 People to 17 and signed partnership agreements with Magtek and Infinite Peripherals.

Took our MyDoorman Application to Market and Closed 41 New Accounts in the first 4 months after releasing to iTunes.

Released V2 Products.

Signed Partnership Agreements with TriArc Events and iLeftWord Entertainment.

Web/Mobile Ecommerce Consultant & Designer

Orange County, CA
Nov 2010 - Jan 2011

PacSun Inc

Developed new B2C mobile application strategies to drive new sales to shop.pacsun.com.

Focused attention around Geo-Targeting, Geo-Fencing and push notifications to market information intelligently to customers without having to use third party advertising networks.

Developed new ideas on integrating digital experiences into PacSun retail stores through mobile devices using NFC and RFID technology as well as geo-targeting.

Designed \$500K online Advertising Buy that converted to \$1.5M in 7 days.

Introduced Facebook Mobile Texting platform to Marketing Team that gave PacSun another free advertising channel to reach fans.

Trained Ecommerce Design Department how to design with web and mobile standards.

Designed additional online creative to support initiatives.

Web/Ecommerce Consultant & Designer

Irvine, CA
Oct 2010 - Nov 2010

Fox Racing Inc.

I was brought in to help launch their new Website and Ecommerce platform.

Consulted on user engagement and acquisition models, UI/UX Design, and new mobile application concepts for engaging their audience.

Reworked product description pages (PDP) on Ecommerce website.

Ran QA on new code features and reported back to development team with detailed instructions on how I was able to break code.

Designed category landing page headers for new website launch.

Senior Web Designer and Interactive Media
Designer

Orange County, CA
Jul 2008 - Sep 2010

Hurley International (Nike Corporation)

Designed and Managed all of Hurley.com.

Designed 2010 Nike/Hurley/Cons US Open of Surfing Website
and iPhone/iPad application.

Designed 2009 and 2010 Hurley Pro Website and iPhone/iPad
application.

CoProduced Live web show, Sliders TV.

Conceptualized Hurley "Microphone For Youth" on-line T-Shirt
Design Contest.

Designed pro surfer Rob Machado's Foundation Website.

Conceptualized, Designed, Animated and Developed Hurley
Music Website. (Flash).

Conceptualized, Designed, Animated and Developed Hurley
True Performance Website (Flash).

Conceptualized, Co-Designed, Animated and Developed street
artist Alex Pardee's "Night of the Treeple" Website.

Designed, Animated and Developed Hurley Jeans Website
(Flash).

Followed pro rider Ivan Tedesco on the west coast 2010 AMA Supercross series.

CoDeveloped Hurley Social Media Initiatives.

Shot Photography for Brand Events.

My team was published in Surfer Magazine for setting the highest standards in event media production on the Nike/Hurley/Cons 2010 US Open of Surfing Event.

Designed all Web Banner marketing campaigns.

Web/Mobile/Graphic Designer

Orange County, CA
Dec 2005 - Present

Freelance

Designed content and helped launch new 2011 website for Fox Head (www.foxhead.com).

Digital Web Initiatives Consultant for PacSun Corporate Ecommerce Solutions.

Designed MyDoorman "Patron Management System" iOS Application for entertainment venues.

Designed and Developed 2008 US Open of Surfing Microsite for Transworld Surf Magazine.

Designed pro FMX rider Thomas Alves Autograph cards, Jersey, and Bike Graphics.

Designed logo and graphic art pieces for LOUD action sports apparel company.

Designed and Developed Website for Affiliated Clothing.

Shot photography for Affiliated clothing's new product line.

Designed Artwork and performed color separations for Graphic Ink Screen-print.

Learned screen-print process at Graphic Ink Screen-print.

Designed logo treatment and artwork for Wright Designs.

and more.....

Production Artist / Manager

Huntington Beach, CA

Apr 2007 - Jul 2008

Graphic Ink Screen-Print and Design

Produce color separations for art files in illustrator and photoshop.

Set up pantone colors for printing.

Resized artwork and films for production.

Printed films for screens.

Designed artwork for multiple companies.

Assistant to art director where I designed all overflow work to meet deadlines.

Set up tech sheets for garments to go to print.

Mocked up designs on silhouettes.

Reviewed sample prints to ensure sizing, placement and colors were correct
Provide customer service.

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